R J Reynolds Tobacco Company

G. H. MOULTON
Key Account Manager

6500 Jericho Turnpike, Suite 207
Commack, NY 11725
516-499-0254
Fax 516-499-0572
Voice Mail 800-757-8255
Ext. 40938

June 3, 1996

To: L. M. O'Connor

Subject: ***Tent Card Promotion***

Dear Lori:

I met with AM's Mallardi and Groll to discuss the subject program. It was decided that we would test the program with Winston KS, Salem KS and Salem Lt KS. Each of the two AM's would identify ten subjobbers, establish estimated weekly carton business of the three brand styles and, for a two week period, these accounts will only sell 20¢ off a pack Winston and Salem, Salem Lt brands with a tent card in each carton.

Prior to this program, the two AM's will have information regarding previous accomplishments on DPC displays, and we will also track DPC displays immediately after the program to determine the effectiveness in these 20 subjobber accounts. We are attempting to implement the program beginning the week of June 17th; however, as of this date the 25,000 Winston and 25,000 Salem tent cards have not been received. As soon as the cards are received, we will allow one to two weeks lead time to sell extra product to direct accounts and prepare and ship the promotional product to the subjobbers.

I will keep you informed of this program. If you have any questions, please contact me.

Sincerely,

George

George H. Moulton

OHM/pk

cc: M. A. Young

a:\tentprog.doc

51853 0742

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/yjmn0000